

DO WE NEED BIGGER BRAINS?

It is logical to conclude that in order to do and learn all that is necessary to become successful nowadays, one might need a bigger brain. When I thought about this, a light bulb went off in my mind. Hadn't I heard somewhere back in school that we only use about 5-10% of our brain? Well if that is the case, we may not need bigger brains; maybe what we do need is to be able to use more of the one we have.

Actually, I have noticed that since I have started applying the principles and ideas embodied in these **MARKETING BYTES Business Issues** that something has been happening to my brain. I am not sure if it is because I am *clearing out the clutter* and overcoming other **BLOCKS** to success; but something seems to have created more room. Maybe that is part of what using more of the old gray matter is all about.

I have noticed an increase in my ability to **FOCUS** when I set my mind to a task or goal. I feel sometimes like problems are transparent and the solution is clearly visible; the fog has lifted. I tend to organize and structure things in a way that leads me to valid

conclusions and quicker solutions to issues. In addition, I have greater *clarity* due to the implementation of the principles of *good fiscal hygiene*. A commitment to *personal excellence* is also an invaluable tool.

I have more space in my brain because I no longer need to remember things that I used to do to control situations to affect their outcome. *Integrity* and *ethics* guide my actions; things tend to work out on their own if I can let them. Besides, it takes less time, less energy and less room in my brain this way.

BUSINESS RATS (*Rules and Tools for business*) and other **MARKETING BYTES** acronyms are a quick and easy shorthand way for reminding me and remembering how to conduct myself. A single word speaks volumes in guiding me on my journey using less of my brain to do it.

The **MARKETING BYTES** tools and concepts have been designed to help make room in your brain for more success. Visit [our website](#) to learn more about solving your marketing challenges . . . *One Byte at a Time!*